Building
a Winner
BETUS.COM
WE'VE GOT YOUR GAME

The
Achievements
of an Organization
are the Results
of the Combined
Effort of
Each Individual.

- Vincent Lombardi

GODFREY
JACKSON
ENGRAM

ONEGOAL

Every team has a goal. To rise above the competition. To hold the championship trophy high above their heads. To be the best that they can possibly be.

At BetUS, our goal is no different. We strive to be the definitive American sportsbook, to provide our players with an unparalleled experience in which to indulge their passion for sports and sports wagering and to be the best in our business. And, just like any team bound for glory, we have a game plan. This is that plan.

HISTORY & TRADITION

I [illegible] Bet [illegible] [illegible] one of the oldest and most respected sportsbooks in the business. We are fully licensed in two gaming [illegible] of Costa Rica and Canada and have processed more than one billion wagers for more than 250,000 players since our launch.

[illegible] trust that playing at [illegible] the safest bets they can make. [illegible] in the sports wagering [illegible] that both ESPN.com and [illegible] Sports have made [illegible] on their live lines feed.

[illegible] this tradition of delivering [illegible] credibility and [illegible] that helped [illegible] [illegible] sportsbook. We [illegible] success of our players and look forward to a long future of similar victories.

THE TEAM

A [illegible] this remains a [illegible] business. The BetUS team is made up of hundreds of staff in four offices in two different continents, all working together towards one common goal.

[illegible] 24/7 Customer Service department [illegible] than any other sportsbook resulting in a higher level of personal service for our players. In fact, every one of our customers is [illegible] to a Personal Account Manager so that they [illegible] long-lasting [illegible] relationship. So when you get into the sports wagering game, you can rest assured that our team is behind you all the way.

…ING A GREAT PRODUCT

ON THE FIELD

BetUS.com's state-of-the-art Web site has evolved into an exciting combination of wagering tools, informative articles and online entertainment. Odds are that you won't find a cleaner and easier-to-use Web site in the gaming industry.

Our innovative "My BetUS" section streamlines and focuses the site to each user's own preferences, giving you live odds on the teams you most often wager on and automatically updating you on BetUS articles and promotions tailored specifically to your interests. It's the highest level of personalization that you'll experience in the online gaming industry.

Just like a team designs plays around its stars, we've designed BetUS.com around our own players – you. After all, while there's no "I" in team, there is a "U" in BetUS.

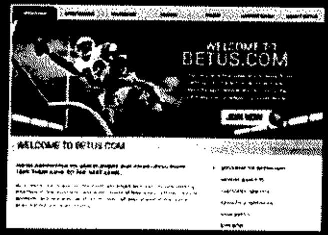


FIG 01.
The new homepage is set up to get players quickly into the action.

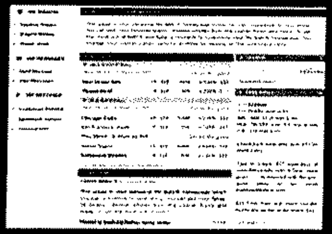


FIG 02.
Your My BetUS page delivers lines and information specifically tailored to your preferences.

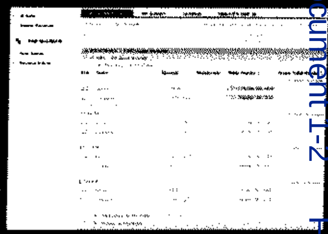
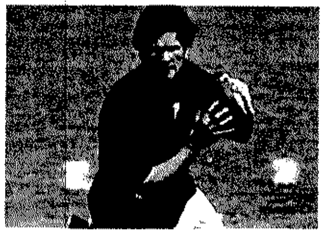
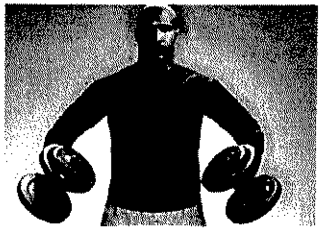


FIG 03.
The updated BetUS.com Sportsbook interface allows you to easily make your picks, parlays and teasers.

EXHIBIT B

TRAINING





It's the strong and skilled players that remain standing at the end of a long season, and at BetUS we're always looking for new ways to help our players take their game to the next level.

In this game, knowledge is power so we publish a number of free betting guides and schedules throughout the year that offer our players advanced betting tools and strategies on every major sport.

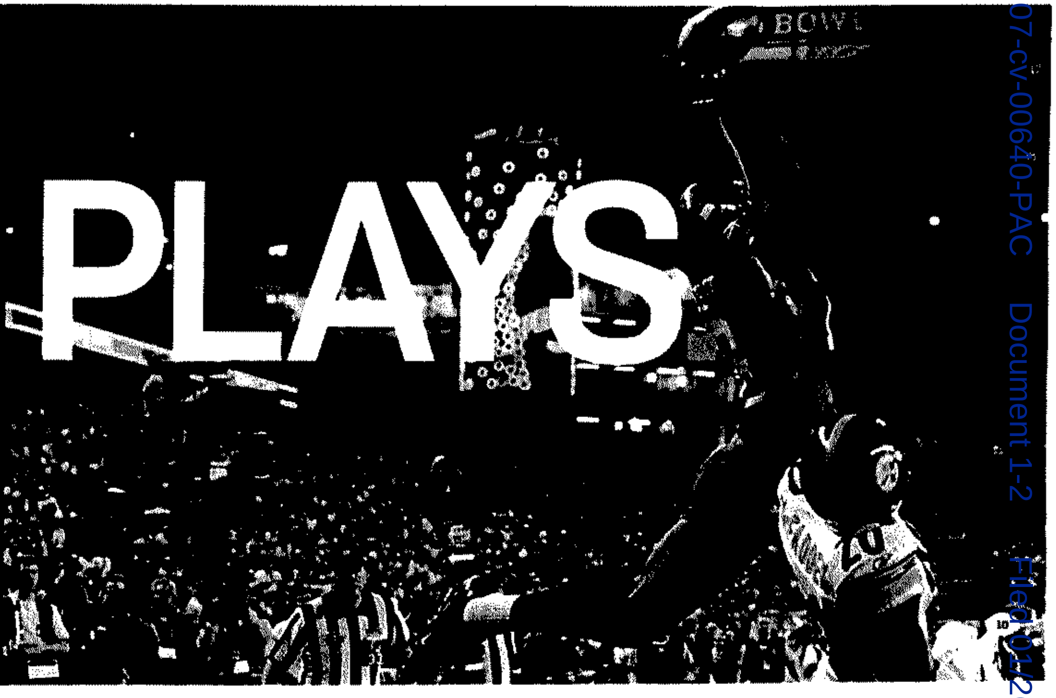
We know that sports fans love sports talk radio and only BetUS.com produces a daily live radio show and podcast. The insightful analysis and interviews found on BetUS Radio and in the articles posted in the BetUS.com Locker Room are indispensable tools that can pay huge dividends to players that consult them on a regular basis.

Keep playing with BetUS and you'll be playing like a pro in no time.

EXHIBIT B

EXHIBIT C

EXCITING PLAYS



The Flea-Flicker. The Hail Mary. The Double Reverse. These are the exotic plays that can change the game and get the fans on their feet.

Always striving to deliver the most exciting online gambling experience to our players, BetUS offers the widest variety of exotic bets and innovative props in the business. From IF Bets to Round Robins to Action Point wagers, we offer our players more ways to get into the game than anyone else. BetUS.com is the home of the industry-leading $5 Million Parlay – no company has ever offered a bet on sports with a payout this large.

BetUS is also known for our amazing selection of incredibly unique sports and entertainment props that have been featured everywhere from the New York Times to CNN to the Tonight Show with Jay Leno

EXHIBIT B

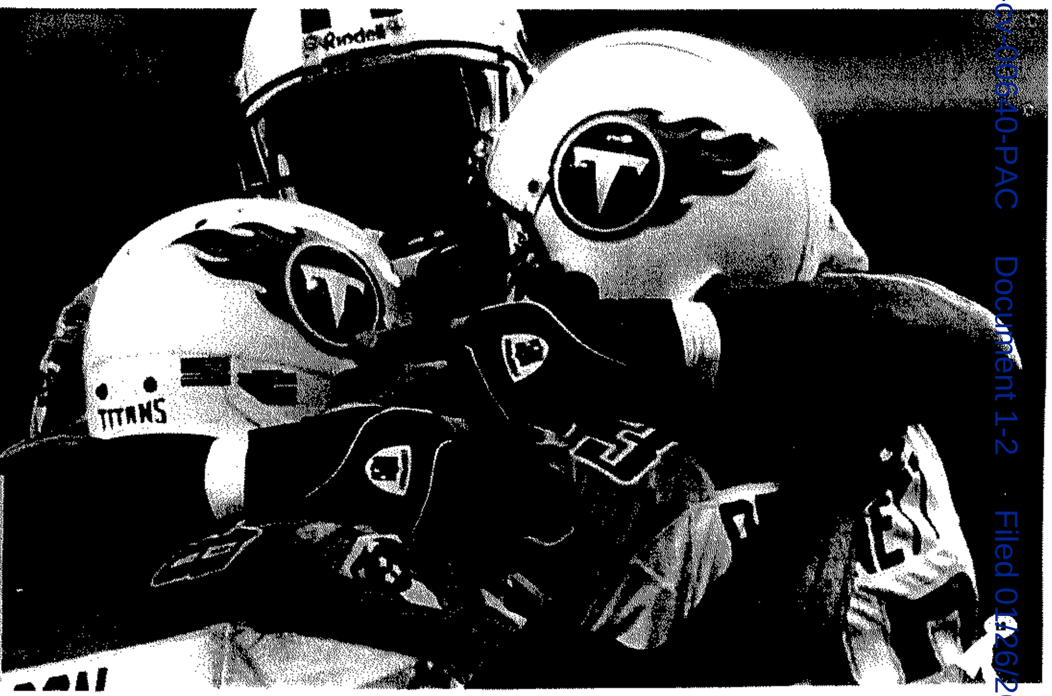
WAYS TO WIN

A championship team creates ways to win under any circumstances. At BetUS, we've created a number of free contests throughout the year that give our players more and more chances to rack up a "W".

This year we launched our enormously popular Better Up baseball contest on the heels of our Million Dollar March Madness Bracket Contest. Football season will see a number of exciting opportunities for players to add to their bankroll including the Monday Night Quarters and the $25,000 Pick 'Em contests.

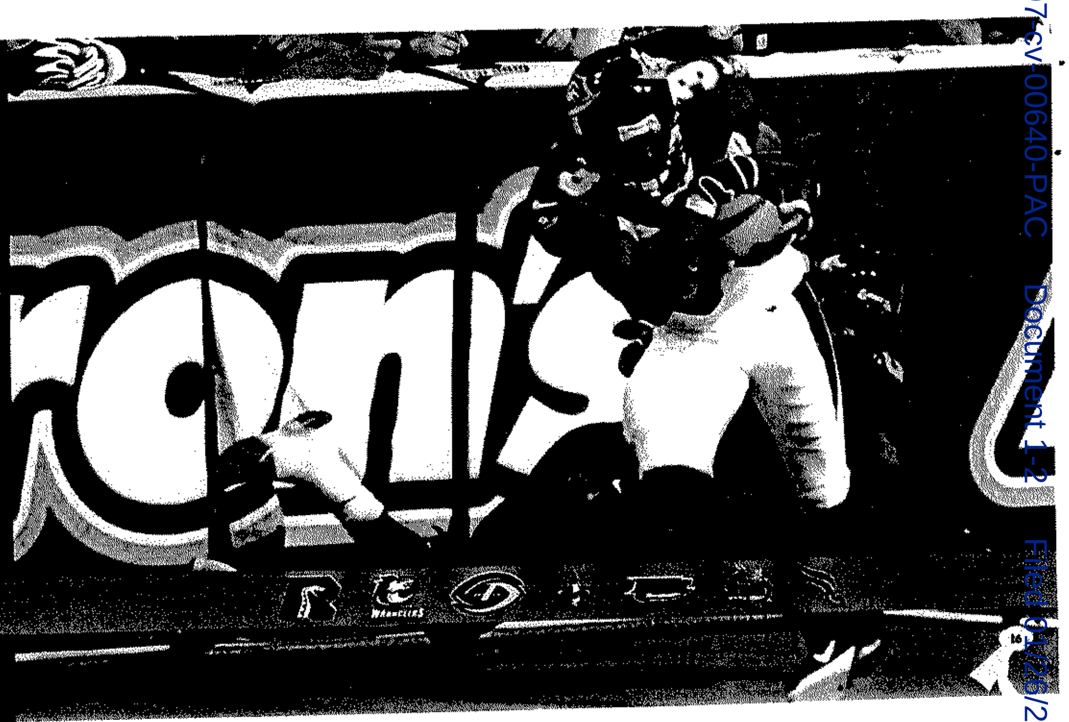
In the world of Poker, BetUS is launching the revolutionary "Win A Seat for Life" at the World Series of Poker contest.

BetUS is also known for handing out the most generous bonuses in the business, including 50% Sign-Up and Reload bonuses that put you ahead of the game even before your start playing.

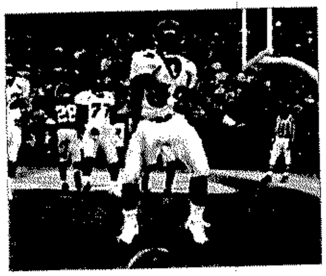


FAN APPRECIATION
Every team knows how important the 12th man is, and no sportsbook rewards their customers for their loyalty and support like BetUS does.
V. YOUNG
10

ALL-STAR APPEARANCES



COMPLETE ROSTER



Championship-caliber teams exhibit strength at every position and BetUS is no different.

While we're known for being America's favorite sportsbook, we really have all of your wagering bases covered. Gamblers will find all of their favorite games in the BetUS Casino, and the life-like tables in our Poker room are always teeming with players. Bettors who like to get down on the ponies will find odds from over 100 tracks across North America, including fantastic wagering options for the Triple Crown. At BetUS.com, players are treated to a complete online gambling experience all under one virtual roof.

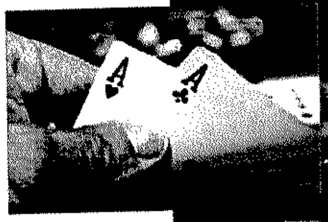
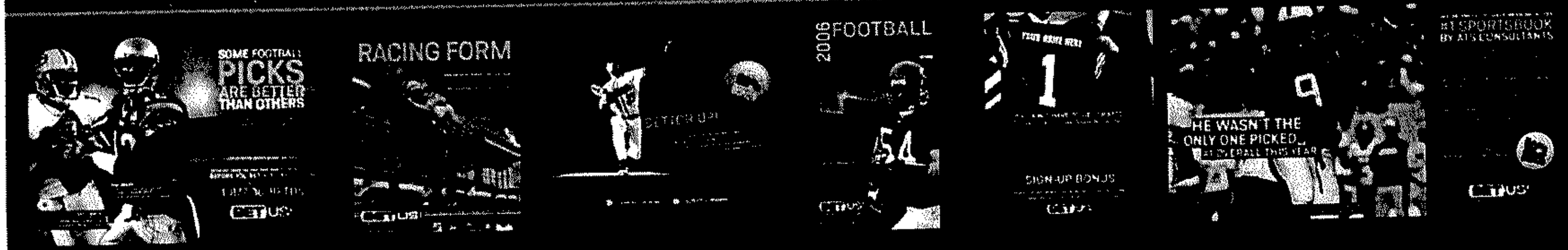
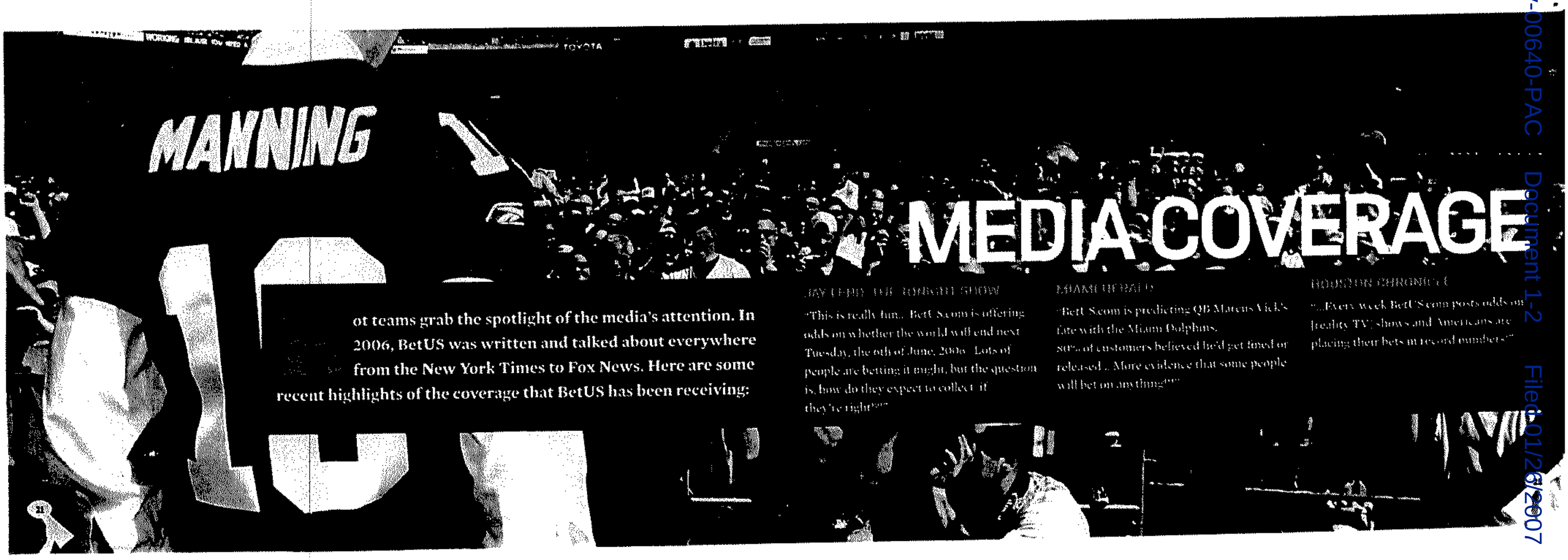


EXHIBIT B

MARKETABILITY


SOME FOOTBALL
PICKS
ARE BETTER
THAN OTHERS
BETUS
RACING FORM
BETUS
BATTER UP!
2006 FOOTBALL
54
BETUS
1
SIGN-UP BONUS
BETUS
HE WASN'T THE
ONLY ONE PICKED
#1 OVERALL THIS YEAR
9
#1 SPORTSBOOK
BY ATS CONSULTANTS
BETUS

Great teams have great brands. Think about the instantly recognizable Yankee pinstripes, the Cowboys' star, or the Lakers' purple and gold. With the consistent image that we are building through our various marketing initiatives, BetUS is quickly becoming one of the strongest and most recognizable brands in the online gaming industry.



MEDIA COVERAGE

[M]ost teams grab the spotlight of the media's attention. In 2006, BetUS was written and talked about everywhere from the New York Times to Fox News. Here are some recent highlights of the coverage that BetUS has been receiving:

JAY LENO, THE TONIGHT SHOW

"This is really fun.. BetUS.com is offering odds on whether the world will end next Tuesday, the 6th of June, 2006. Lots of people are betting it might, but the question is, how do they expect to collect if they're right?!?"

MIAMI HERALD

"BetUS.com is predicting QB Marcus Vick's fate with the Miami Dolphins. 80% of customers believed he'd get fined or released.. More evidence that some people will bet on anything!!"

HOUSTON CHRONICLE

"...Every week BetUS.com posts odds on [reality TV] shows and Americans are placing their bets in record numbers."

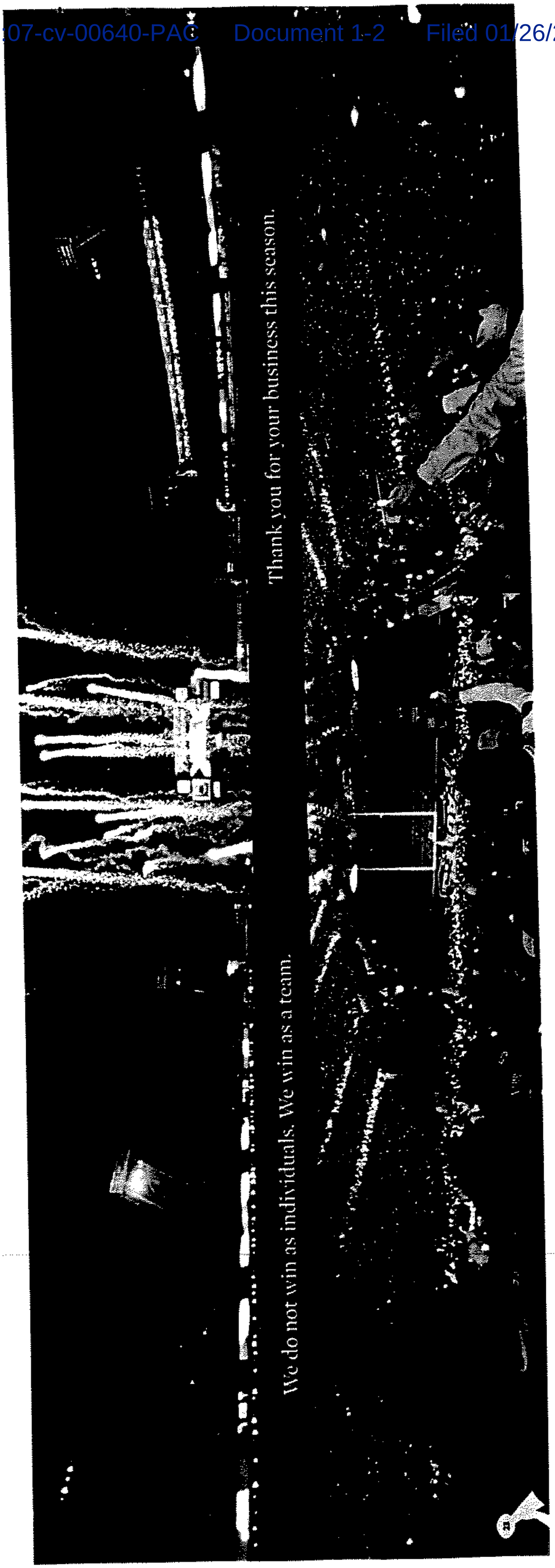
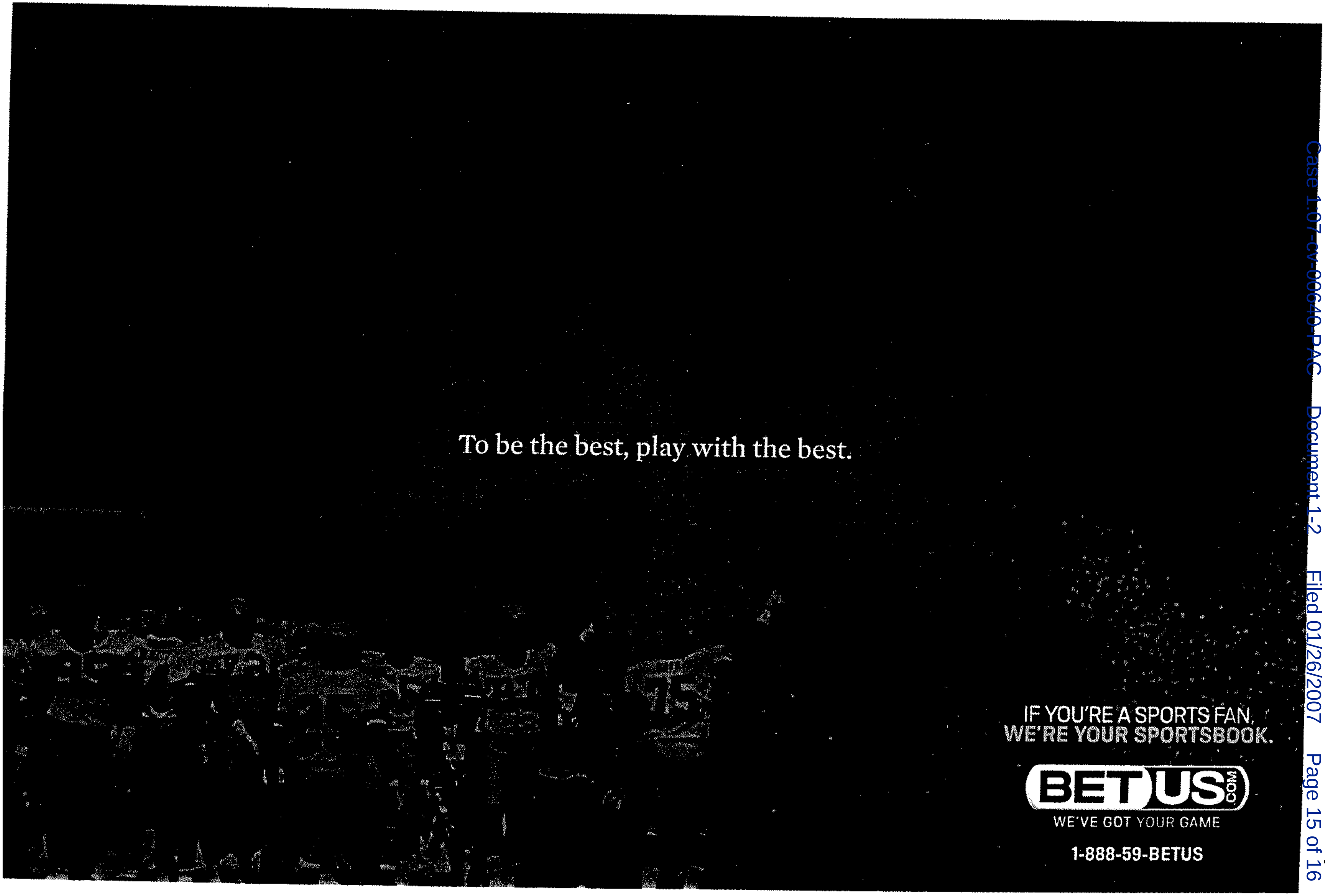
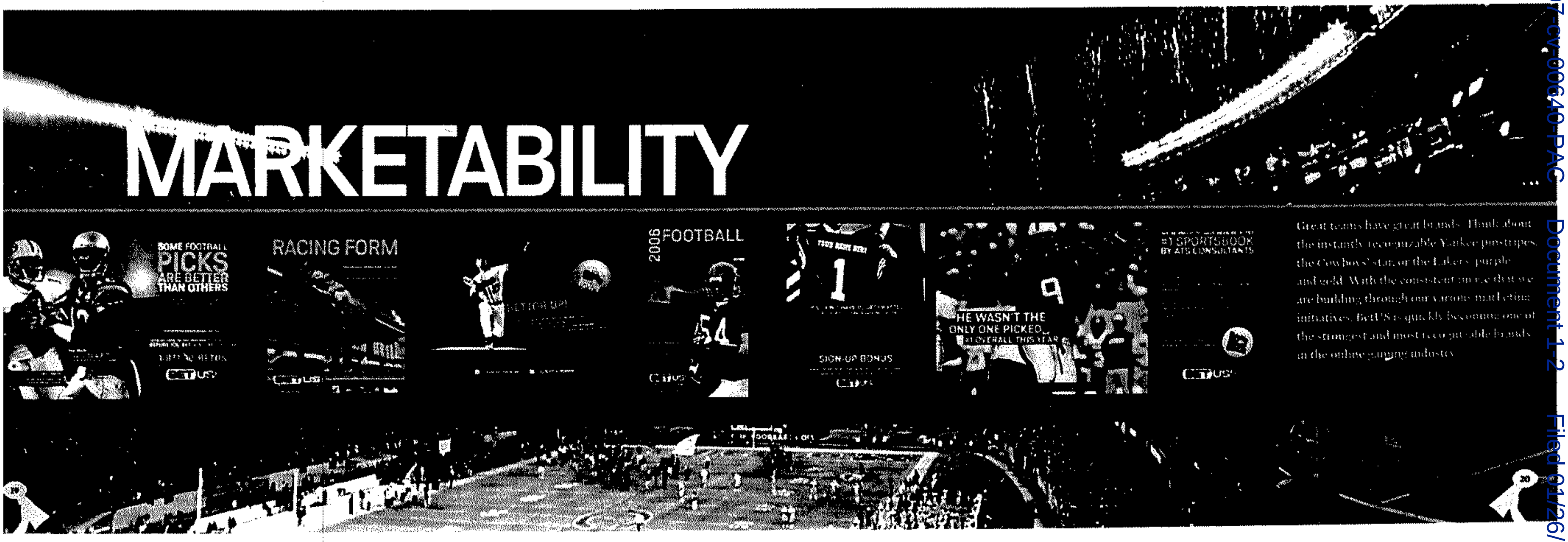

Thank you for your business this season.
We do not win as individuals. We win as a team.

EXHIBIT B

EXHIBIT C


To be the best, play with the best.
IF YOU'RE A SPORTS FAN,
WE'RE YOUR SPORTSBOOK.
BETUS.COM
WE'VE GOT YOUR GAME
1-888-59-BETUS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